



Virginia Green Events



Profile:

Bedford County Farm Tour 2008

Saturday, August 16th, 2008

10am-3pm

At

Johnson's Orchard & Peaks of Otter Winery
Bedford, Virginia



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Bedford County Farm Tour 2008

. 2008 Bedford County Family Farm Tour, a **FREE** family-oriented event that is sponsored by Bedford County, The Bedford Agriculture Council, Virginia Cooperative Extension, Bedford Tourism Office, the Corporation for Thomas Jefferson's Poplar Forest, and Bedford Area Businesses. In celebration of agriculture past and present, this year's tour will highlight Johnson's Orchards and Peaks of Otter Winery, a 5th generation family farm established in 1918 and celebrating 90 years at this site. The Johnson family settled on the Peaks of Otter in the 1750s and the parkway has restored their ancestral home called "The Johnson Farm". The primary focus of this year farm tour is conservation and "green" along with tree fruits - apples, peaches and nectarines. Most of the fruit is marketed directly to consumers at the farm. A part of the production is made into "Fruit of the Farm" wines at the farm winery.



Green Statement: We want people to think conservation and green when they eat food or buy farm products and maybe this will carry over to their own lifestyle and teach their children to be 'green-collar workers'!

CORE ACTIVITIES for Virginia Green Events

“☒” This symbol indicates a required activity for Virginia Green Events. Virginia Green participants *self-certify* that these activities are in place, and they provide additional specifics on other activities. Visitors to the Bedford County Farm Tour 2008 can expect the following **green practices**:

☒ **Recycling & Waste Reduction.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.

- Providing for Recycling of aluminum cans, plastic bottles, glass bottles, paper, & cardboard
- Used cardboard boxes are used as fruit containers
- Food leftovers will all be recycled through animals!

☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.

- Hot liquids are served in paper-based products
- Food vendors have been encouraged to use recyclable food containers

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!

- Used website and email for majority of marketing efforts
- Brochures and other printed items on recycled content paper with 2-sided copying
- Minimized printing in general.



☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.

- Education on:
 - ▶ Fencing pastures to keep livestock out of creeks
 - ▶ New plantings of hardwood trees
 - ▶ Wildlife and bird trails
 - ▶ Locally-grown and other green initiatives
- Vast majority of all products are locally-grown
- Other vendors will be offering sustainable products with an emphasis on “recycling through reuse”.

☒ **Green Signage.** Event planners must commit to **tell their participants about how green** the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event.

- Posted web-link to the Virginia Green Events webpage
- Posted signs which lists all of your green activities
- Use the Virginia Green logo on signs and at recycling centers.



☒ **Your Green Statement.** Why Are You “Greening” Your Event? (This was used above in the event description)

For more information on Bedford County Farm Tour 2008, see <http://www.co.bedford.va.us/articles/farmtour08.htm>. Or you can contact the Bedford Extension Office at 540-586-7675 or Peaks of Otter Winery at appleseed@earthlink.net.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreeen and click on “Events” for a more on green events. Or you can go to www.VirginiaGreenTravel.org.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

